



# GRAND CONCEPT

Product Marketing 2D - Porcelain tiles

# GRAND CONCEPT



GRAND WOOD



GRAND STONE



GRAND CONCRETE



GRAND COLOURS

\*NEW COLLECTIONS

## Grand Concept benefits:

- Rectification
- Multi – Format
- Colored body
- Diversity of faces
- Tonal tiles
- One thickness
- Complete offer:
  - Collection architecture
  - Format range
  - Surface range
  - Logistic data



# GRAND CONCEPT – NEW COLLECTIONS „CONCRETE & STONE”



VULCANIC DUST



ESSENTIAL



STONINGTON



SILVER POINT



TENDER



DESERT WIND



BRAVE ONYX



COLOR CRUSH



DISTANCE



MAGNUM



IRONIC



NIGHT SHADE





VULCANIC DUST



# VULCANIC DUST: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
Body: standard  
Anty-slip resistance: n/a  
PEI: 3  
Surface: polished  
Structure: no  
Thickness: 8 mm  
Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00





ESSENTIAL





# ESSENTIAL: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
 Body: grey - standard, graphite - coloured  
 Antyslip resistance: matt - R9, polished - n/a  
 PEI: 4 – matt, 3 - polished  
 Surface: grey – polished, matt; graphite - polished  
 Structure: no  
 Thickness: 8 mm  
 Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00





STONINGTON



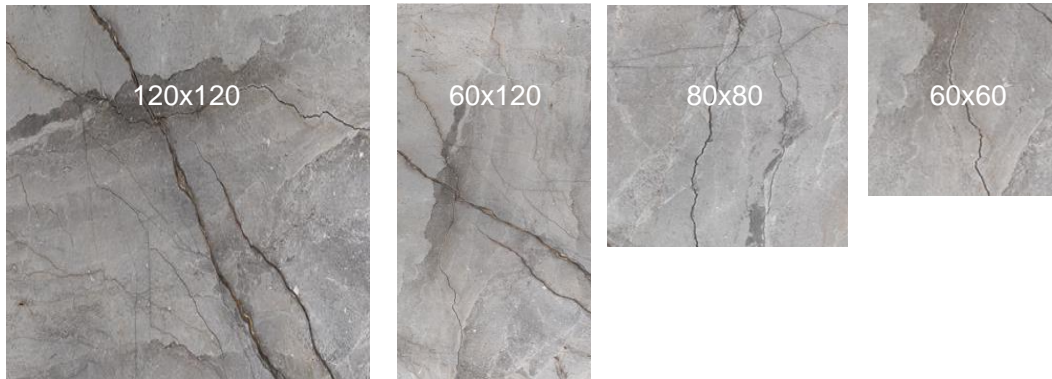


# STONINGTON: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
Body: standard  
Anty-slip resistance: n/a  
PEI: 3  
Surface: polished  
Structure: no  
Thickness: 8 mm  
Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00



SILVER POINT



# SILVER POINT: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT

Body: standard

Anty-slip resistance: matt - R9, polished - n/a

PEI: 4 - matt, 3 - polished

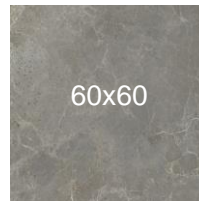
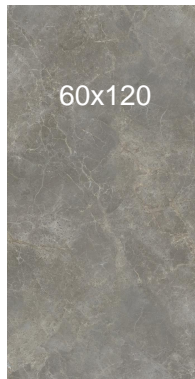
Surface: polished, matt

Structure: no

Thickness: 8 mm

Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00



TENDER





# TENDER: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT

Body: standard

Anty-slip resistance: n/a

PEI: 4

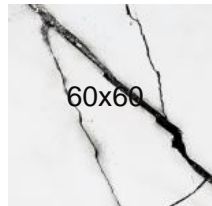
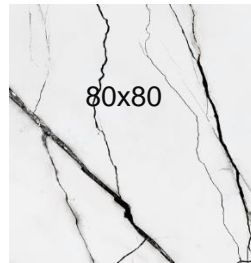
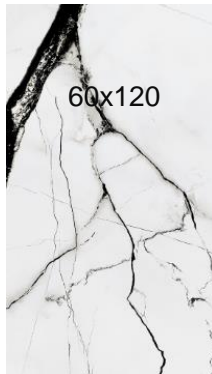
Surface: polished

Structure: no

Thickness: 8 mm

Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00

# DESERT WIND



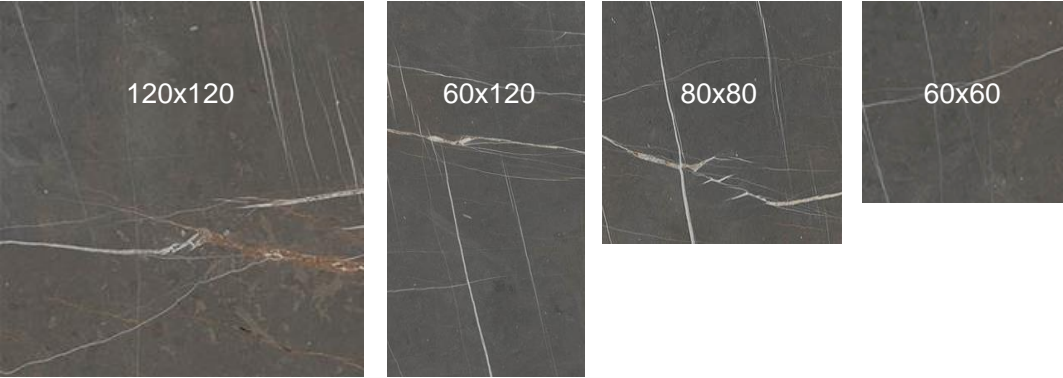


# DESERT WIND: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
 Body: colored body  
 Antyslip resistance: matt - R9, polished - n/a  
 PEI: 3 – matt, 2 - polished  
 Surface: polished, matt  
 Structure: no  
 Thickness: 8 mm  
 Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00

BRAVE ONYX



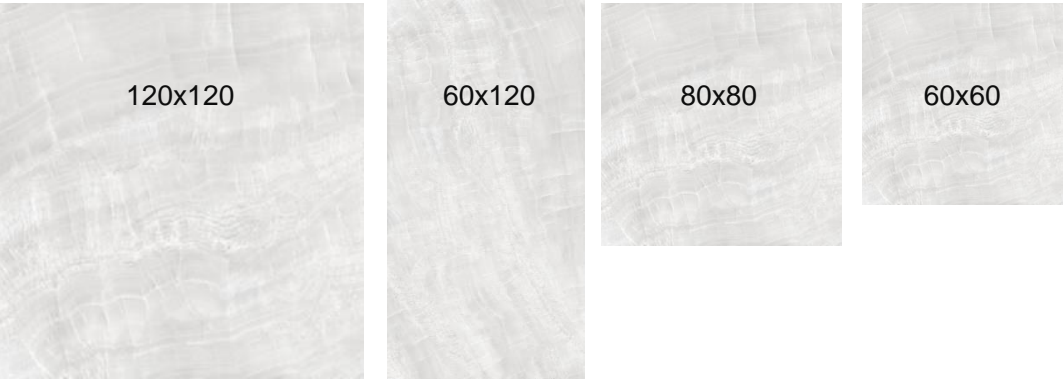


# BRAVE ONYX: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
 Body: standard  
 Antyslip resistance: n/a  
 PEI: 3  
 Surface: polished  
 Structure: no  
 Thickness: 8 mm  
 Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00

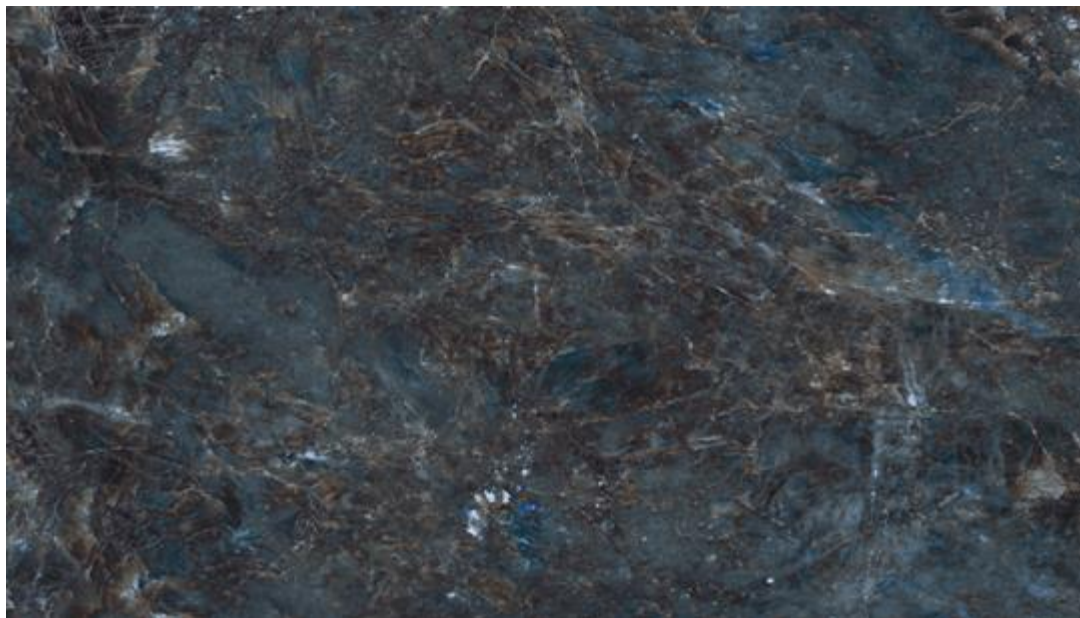




COLOR CRUSH

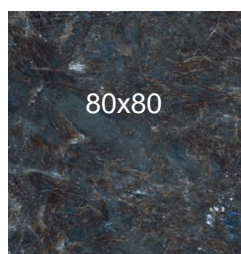
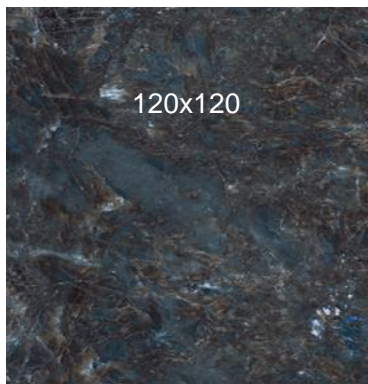


# COLOR CRUSH: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
Body: standard  
Anty-slip resistance: n/a  
PEI: 3  
Surface: polished  
Structure: no  
Thickness: 8 mm  
Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00



MAGNUM

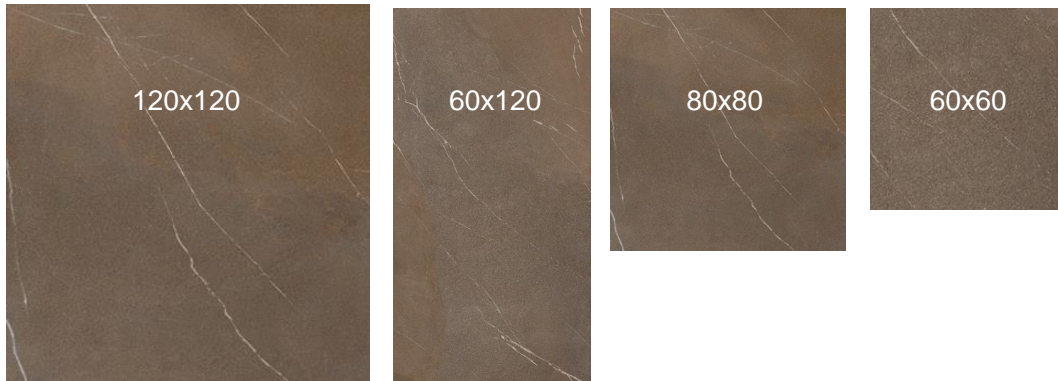


# MAGNUM: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
Body: colored  
Anty-slip resistance: n/a  
PEI: 3  
Surface: polished  
Structure: no  
Thickness: 8 mm  
Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00

DISTANCE



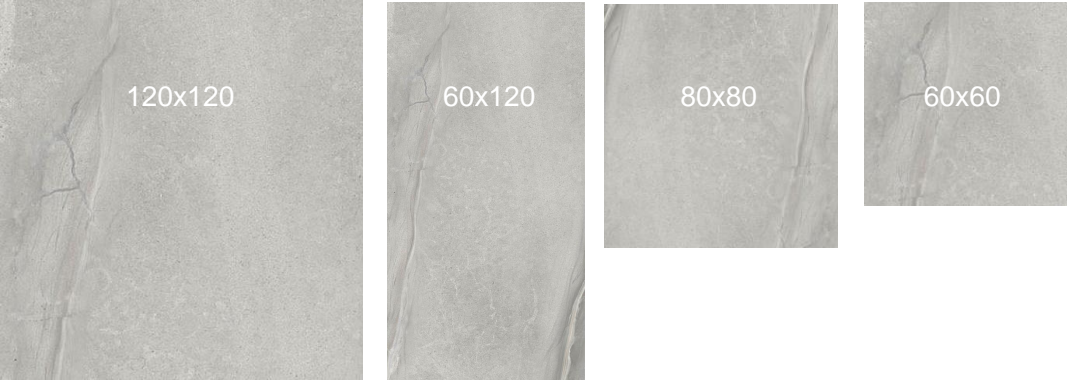


# DISTANCE: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
 Body: standard  
 Antyslip resistance: R9  
 PEI: 4  
 Surface: matt  
 Structure: no  
 Thickness: 8 mm  
 Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00



IRONIC



# IRONIC: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT

Body: standard

Anty-slip resistance: R9

PEI: 4

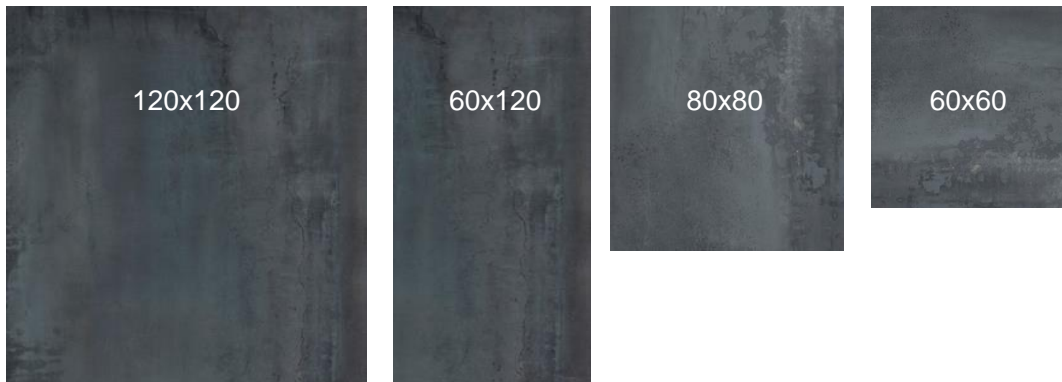
Surface: matt with glossy inks

Structure: no

Thickness: 8 mm

Rectified: yes

## Format architecture:



## Logistic data:

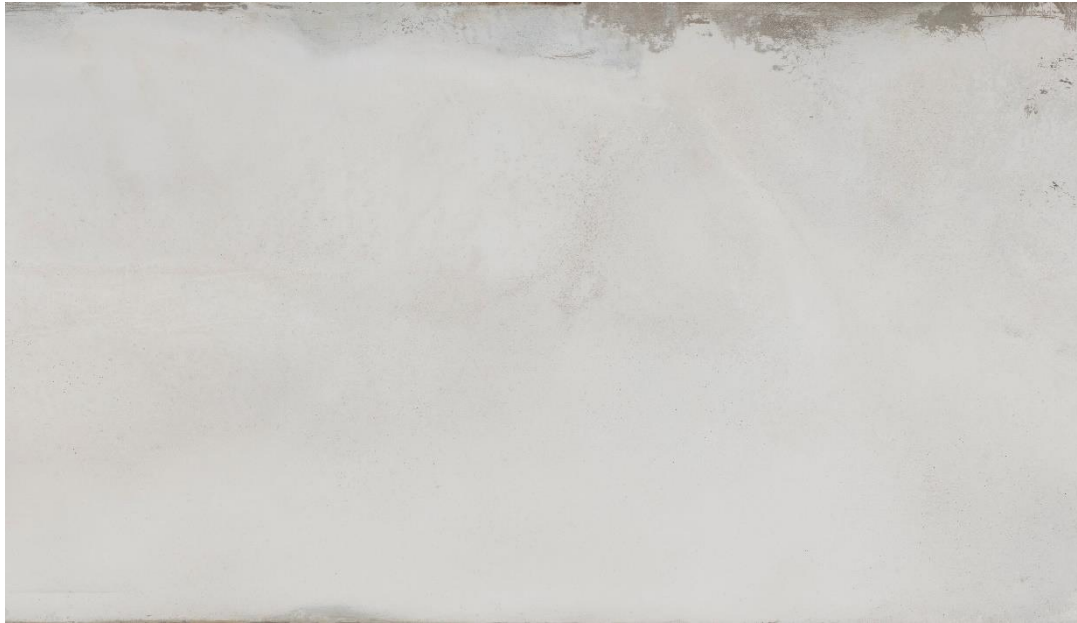
size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00

# NIGHT SHADE





# NIGHT SHADE: DESIGN AND COLLECTION ARCHITECTURE



Technology: GPT  
Body: standard  
Anty-slip resistance: n/a  
PEI: 3  
Surface: polished  
Structure: no  
Thickness: 8 mm  
Rectified: yes

## Format architecture:



## Logistic data:

size	sqm/box	kg/box	sqm/pallet	kg/pallet
119,8 X 119,8	2,87	52,00	57,40	1 085,00
59,8 X 119,8	1,43	28,20	31,46	595,00
79,8 X 79,8	1,27	25,00	55,88	1 120,00
59,8 X 59,8	1,07	20,83	42,80	860,00